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(54) INK JET RECORDING MEDIUM

(57) Abstract:

PROBLEM TO BE SOLVED: To obtain a medium which has high image reproducibility and a good suitability for the use as an office paper by setting the scratch strength of the surface of an ink receptive layer to a value higher than a specified numeric value in an ink jet recording medium with the ink receptive layer containing a xerogel porous pigment formed on a support.

SOLUTION: A xerogel porous pigment contained in an ink receptive layer is preferably of the BET method

specific surface of 100-400m²/g. In addition, the scratch strength measured using a pencil scratch test machine for a coat prescribed by JIS K 5401 with this recording medium is set at 50g or more. To ensure an appropriate scratch strength, it is necessary to balance a suitability for printing with the scratch strength by selecting the most appropriate type and the blending ratio of a binder. The scratch strength is particularly outstanding when the coating weight is 5g/m² or less. In addition, the scratch strength is improved by treating the surface of the recording medium with the help of a supercalender. Further, the specific surface is improved by combining the xerogel porous pigment with a comparatively larger specific surface.

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